



CWA Names Winners of 2011 Marketing Communications and Website & Electronic Communications Awards

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The Construction Writers Association (CWA) announces the 2011 winners of its annual Marketing Communications Awards and Website & Electronic Communications Awards. The awards will be presented at a grand awards dinner on October 25 during the 2011 CWA Annual Conference, [CONNECTED 2011](#), in San Antonio.

The annual awards spotlight superior communications efforts by construction-related individuals, corporations, associations, advertising agency/PR firms and publications. The Marketing Communications Awards are evaluated on editorial content, graphic design and effectiveness in achieving stated goals.

"The CWA Marketing Communications Award honorees are selected from a highly competitive pool of submissions from talented professionals across the country," said Aaron Chusid, chairman of the Marketing Communications Awards committee.

The 2011 CWA Marketing Communications Awards winners are:

- Portland Cement Association, Best Overall-Other
- Performance Marketing, Best Print-Ad
- ARTBA, Best Radio-Ad Campaign
- WSP Flack & Kurtz, Direct Mail Campaign, Best Corporate Communication
- Marketing Strategies & Solutions, Best PR-Special Event

The Website & Electronic Communications Awards are evaluated on content, design, effective technology aspects and meeting stated objectives.

"Effective websites and electronic communications continue to increase in importance for manufacturers, dealers, contractors, associations and publications in the construction industry," said Patti Flesher, chairwoman of the Website and Electronic Communications Awards committee. "The CWA awards provide industry-wide recognition for work that successfully engages an online audience."

The 2011 CWA Website & Electronic Communications Awards winner is:

- HardHatChat.com, Blog Category

The Construction Writers Association (CWA), founded in 1958, is a non-profit, non-partisan, international organization that provides a forum for journalism, photography, marketing, and communications professionals in all segments of the construction industry to connect with other professionals and enhance skills through education.

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